

BRANDING

SAMPLES

ABOUT

Mission & Vision

OpGo's mission is to make marketing perform while being affordable for small business. We have high standards for the quality of our work and focus on small, growing businesses. Our vision is to grow hubs within the upper Midwest to support underserved markets. We currently have two locations (Fargo, ND and Logan, UT).

Background

OpGo was founded in 2015 by Tiffanie Honeyman. OpGo stands for "Operational Goals". Marketing only works if there is a complete understanding of the business and the buyers--so we start there before offering marketing recommendations.

OpGo is built with performance analysis and project management is baked into every role. We completed "Innovate ND" program in 2017, have 9 full-time employees and have grown every year we've been in business.

Certifications

We are partners with Google, Meta, and Semrush. We also have two FAA Part 107 Certified drone pilots and are 100% Veteran and Woman-Owned. Additional certifications include Power BI (data, dashboards and analysis), HubSpot, Facebook, and several under the Google umbrella.



Our Values

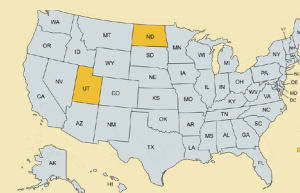
Integrity

Accountability

Transparency

Communication

Creativity



OPGO TEAM



Tiffanie Honeyman
Founder, Consultant



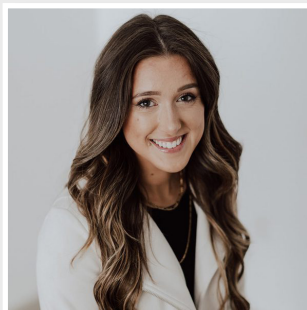
Miriah Filler
Branding, Graphic Design



Alex Childers
Account Executive



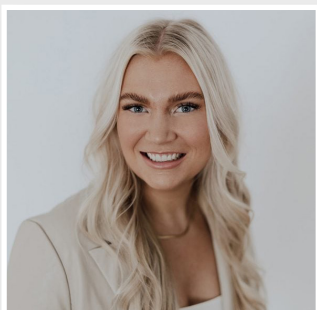
Saralynn Dobler
Web Designer



Maddi Langley
Content Specialist



Drue McLean
Digital Marketing Specialist



Haley Bruggeman
Account Executive



Samantha Schueller
Multimedia Specialist



Nate Ehlers
Web & Graphic Design

OPGO APPROACH



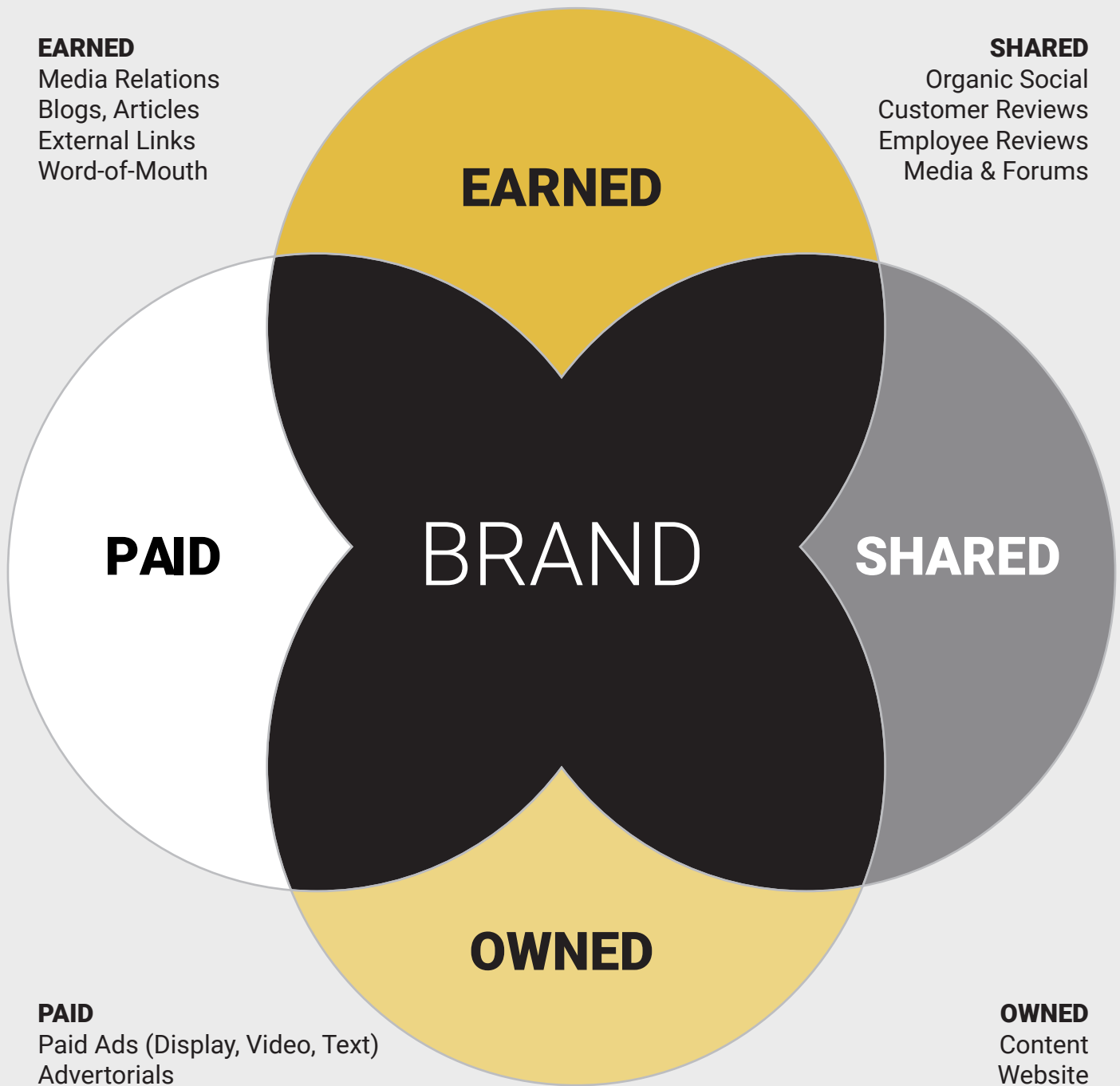
Owned media refers to the channels that a brand controls directly (website, social media profiles, blogs, and any other digital or print assets). Our focus is making sure the “owned” media is completely accurate so other media will have the proper branding context you expect when your content is shared after the name change.

EARNED

Media Relations
Blogs, Articles
External Links
Word-of-Mouth

SHARED

Organic Social
Customer Reviews
Employee Reviews
Media & Forums



EARNED

PAID

BRAND

SHARED

OWNED

PAID

Paid Ads (Display, Video, Text)
Advertorials
Sponsored Content
Paid Publishing

OWNED

Content
Website
Social Communities
Testimonials

OUR WORK

New Brands

This was a new company created under TrueNorth Steel. We created the brand identity, style guide and marketing materials. We continue to do their marketing on a retainer.



TrueNorth
Compliance Services™



ABOUT US

DOT Compliance is vital to the success of a motor carrier, TrueNorth Compliance Services is your trusted resource to assist with safety, regulatory, and compliance needs.

Our team has decades of experience in the transportation industry, and we are dedicated to assuring your organization is compliant. DOT/ FMCSA rules and regulations can be confusing and costly if not interpreted and carried out correctly, let us help you navigate through the confusion and keep you on the road to success.



**Vehicle Maintenance
Monitoring**



**Log Auditing
and Monitoring**



**Drug & Alcohol
Compliance**



**Driver
Qualification Files**



OUR WORK

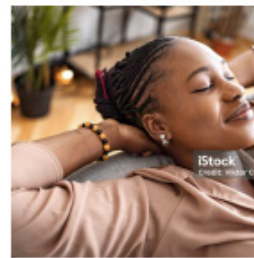
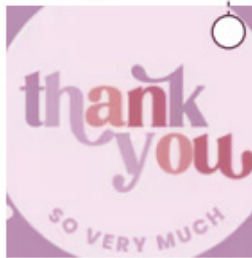
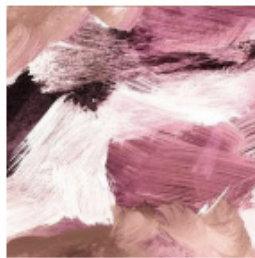


New Brands

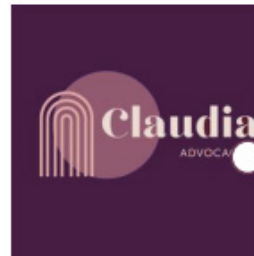
This is a fairly new client. We recently completed the branding (Jan) and will be doing website updates and other marketing on a monthly retainer. Our main role once the web design is complete will be digital marketing and social media.



Font with some rounded edges and enhanced letters to give more feminine feel

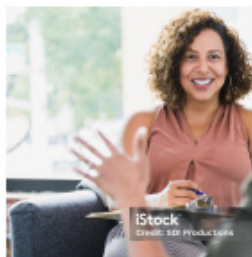


Color example for mauve with a soft pink. Tone on tone



Reversing the colors, using the lighter brand colors on top of the darker color

Using images with the softer feminine feeling and some slight neutrals



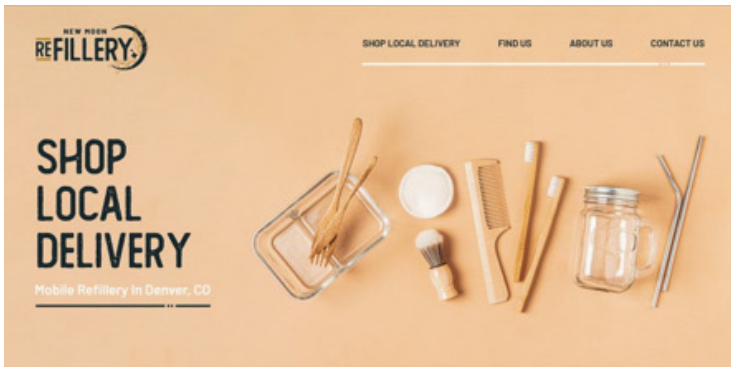
Feather texture to align with the brand on feeling lighter and free, not being weighed down by your thoughts



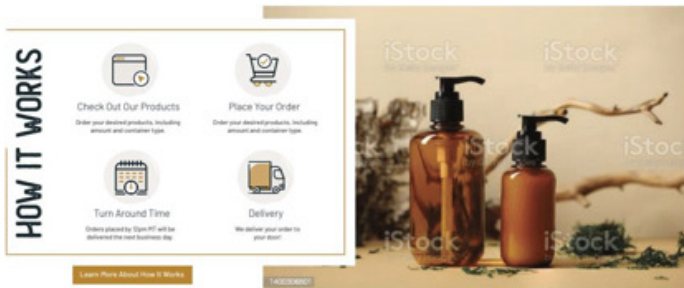
OUR WORK

New Brands

This is a new business in Denver, Co. We assisted with the branding, website and digital assets.



We are currently offering local delivery only to Denver residents.



BRAND STYLE GUIDE

TYPOGRAPHY

HEADER TEXT

Font: Barlow - Extra Bold

ACCENT HEADER TEXT

Font: The Foregen Rough One

SUB HEADER TEXT

Font: Barlow - Medium

BODY COPY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo

Font: Barlow - Regular

BRAND COLORS

#0C232A

RGB
12, 35, 42
CMYK
87, 67, 60, 68

#C3852B

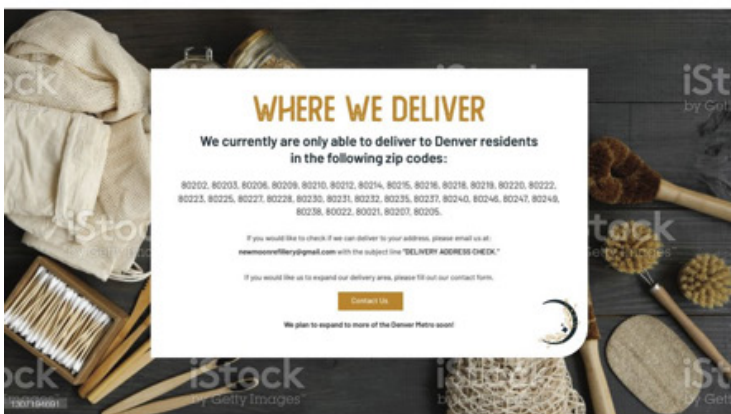
RGB
195, 133, 43
CMYK
21, 50, 100, 4

#868A7F

RGB
134, 138, 127
CMYK
49, 38, 48, 6

#E6E3DD

RGB
230, 227, 221
CMYK
9, 7, 11, 0



Bath & Body



Household



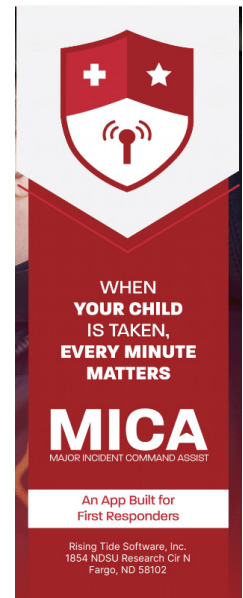
Refills

OUR WORK



New Brands

Rising Tide Software created an app called MICA. We assisted with the branding. The product was still in development / pitching stages at the time.



BRAND STYLE GUIDE

LOGO VARIATIONS

FULL COLOR VARIATIONS



ICON VARIATIONS



TYPOGRAPHY

HEADER TEXT

Font: Paralucent Bold

SUB HEADER TEXT

Font: Lato Paralucent light

BODY COPY

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Font: Inter

BRAND COLORS

#AD2224 RGB 173, 34, 36 CMYK 22, 99, 99, 15	#CE2B36 RGB 206, 43, 54 CMYK 13, 97, 85, 3	#6D6E71 RGB 109, 110, 113 CMYK 0, 0, 0, 70	#000000 RGB 0, 0, 0 CMYK 75, 68, 67, 90
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OUR WORK

Brand Refresh

We started with a branding evaluation and made adjustments including: website, icons, collateral and digital assets. We continue to work with them today on various marketing needs.

ISIGHT DRONE SERVICES



A BETTER PERSPECTIVE

BRAND STYLE GUIDE | ISIGHT DRONE SERVICES

MAIN LOGO

REVERSED LOGO

ONE COLOR VARIATIONS

TYPOGRAPHY

HEADER TEXT
Font: Roboto, Black

SUB HEADER TEXT
Font: Lato, Regular

BODY COPY
amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut
Font: Roboto, Regular

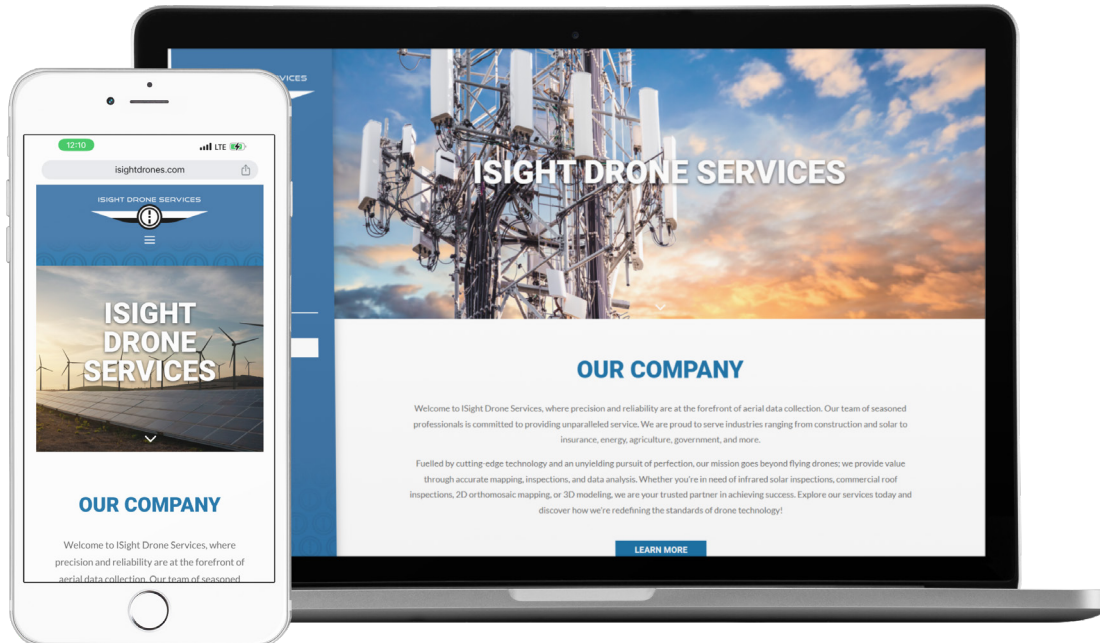
TEXTURE

PRIMARY COLORS

#1b71a9 RGB: 27, 113, 169 CMYK: 88, 52, 11, 0	#010101 RGB: 1, 1, 1 CMYK: 75, 68, 66, 90
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SECONDARY INDUSTRY COLORS

#529743 RGB: 82, 151, 67 CMYK: 79, 31, 100, 4	#e93c40 RGB: 233, 105, 64 CMYK: 9, 92, 78, 0	#1b71a9 RGB: 27, 113, 169 CMYK: 88, 52, 11, 0	#f15b2a RGB: 241, 91, 42 CMYK: 9, 80, 94, 0	#662d91 RGB: 102, 45, 145 CMYK: 75, 100, 0, 0
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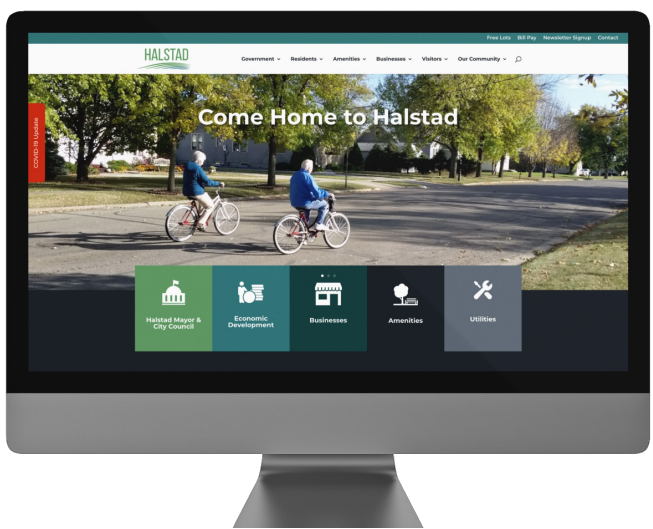
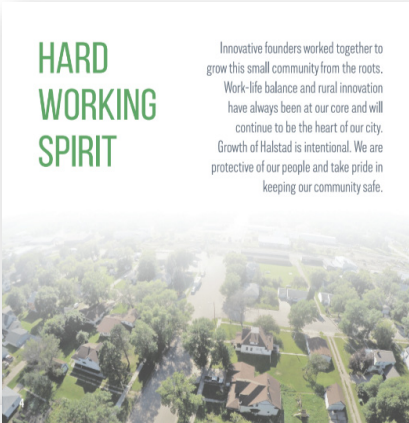


**OP
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MARKETING

OUR WORK

Brand Refresh

The city of Halstad needed to updated their branding and incorporate it across all channels. This included: website, digital newsletter, drone capture, video, and social media templates.



OUR WORK

Brand Refresh

Updated their division branding, created a new website and continue to assist with digital marketing, web updates, newsletters, and ecommerce.



A NON-PROFIT DEDICATED TO COMMUNITY



Our mission is to provide service options which promote quality of life and personal growth for the people we serve and for our employees. Productive Alternatives has been specializing in creating pathways to employment for adults with disabilities since 1959. We enable people to discover their gifts, earn supportive wages, and live life to their full ability.

When you purchase these products, you will not only be buying a quality product, you will be making a real impact on someone's life.

EVERY PURCHASE SUPPORTS OUR:



1205 North Tower Road
Fergus Falls, Minnesota
ProductiveMN.org

*Working Together
Transforming Lives*

OUR WORK

Brand Refresh



We assisted with a brand refresh and updating all their marketing materials. This one was very complex as they have several colors with specific intent. To the owner's credit, they truly understand branding which worked extremely well with our team.

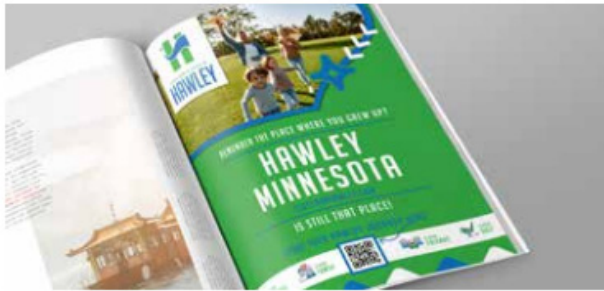
- | | |
|---------------------------|---------------------------|
| Website | Services brochures/flyers |
| Social media cover images | Welcome letter |
| Publication ads | Materials for welcome bag |
| Google Review cards | Search ads |
| Holiday Card | Social media content |
| Outdoor vinyl banner | Digital ads |



OUR WORK

Brand Refresh

We created a new logo for the city of Hawley, MN. In addition, we created magazine ads, billboard designs, and digital ads. We were contracted for branding and graphic design under a different marketing consultant.



**OP
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LETTER OF RECOMMENDATION



GSD ENTERPRISES LLC

701-636-4100
info@gsd.enterprises
16622 Hwy 200 SE
Hillsboro ND 58045

OPGO Marketing Reference

To Whom it may concern,

01/24/2024

GSD Enterprises has been in collaboration with OpGo Marketing for several months. The process of selecting a new partner was meticulous, emphasizing alignment with our core values. From the initial encounter, OpGo proved to be an ideal fit, transcending the role of a hired company to become an integral part of our team.

OpGo exhibits exceptional qualities: they are easy to work with, demonstrate creative thinking, and effectively communicate their ideas. During our initial collaboration, GSD lacked a clear brand or direction. OpGo's team attentively listened to our thoughts and ideas, emerging as true game-changers in identifying and enhancing GSD's brand.

I wholeheartedly endorse OpGo Marketing and appreciate the transformative impact they've had on our brand. For any inquiries or further clarification, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink that reads 'Alycia Bilbrey'.

Alycia Bilbrey
Operations Manager
alycia@gsd.enterprises
701-721-3332

LETTER OF RECOMMENDATION

TRIMYXS®

January 23, 2024

Working with OpGo Marketing has been truly fantastic! From the moment I engaged with their team, I was met with professionalism, creativity, and genuine commitment to achieving results. The level of expertise and strategic thinking they bring to the table is unparalleled. Their ability to establish our brand aesthetics, and to be congruent with the content creation and graphics that they have provided has been outstanding. Alex, Account Executive, has been outstanding with communication and collaboration throughout the process and has been seamless and their dedication to meeting deadlines and exceeding expectations. Their graphics design team is absolutely AMAZING!!! OpGo marketing has proven to be a valuable partner, consistently delivering innovative solutions and driving tangible business growth. I highly recommend their services to any business seeking a strategic results-driven marketing partner.

Aaron Halik
CEO

GOOGLE REVIEWS



Kathryn Johnson (Great Straw Maze)

1 review

★★★★★ 2 months ago

A'Mazing marketing team! Just the best. This team makes things happen efficiently, effectively, and fast! They had great creative ideas. This will be my marketing team forever. No reason to go anywhere else. Thank you Go Op for helping my small business become a success!



Kaitlyn Wiebusch

2 reviews

★★★★★ 4 months ago

Our team has been working with Tiffanie and her team at OpGo Marketing for close to five years and we do not know where we would be without them! They have walked us through a rebrand and helped us grow our digital presence in ways we would never know how. Her and her team are great at crunching the analytics/numbers and explaining them in a way that is simple and that we can understand. We love being able to see her expertise at work and using it to guide us in the right direction.



Toni Muffenbier

2 reviews

★★★★★ a year ago

We have been working with Tiffanie and OpGo since 2018 and have had great success. We have come from having a basic website and a few radio ads to having many publications, TV ads, radio ads, social media, just to name a few of the advances OpGo has achieved for us. We very much appreciate how OpGo has gone to great lengths to help us achieve our goals.



Pat Blondin

7 reviews

★★★★★ a year ago

We've been working with OpGo Marketing for several years and they've transformed our messaging in many great ways. From graphics to social media to digital advertising, they've truly enhanced our brand. We're thankful for all they do for us at Minnkota Windows and we'd recommend OpGo to everyone!



Kelly Krapu

3 reviews

★★★★★ 2 years ago

Positive: Professionalism, Quality, Responsiveness

I have been working with Tiffanie and her crew to launch a new entity TrueNorth Compliance Services and they have been great to work with. They are responsive, creative, and are fantastic at marketing. They have been a great asset to us and I very much enjoy working with OpGo.





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